

# Goat Meat Questionnaire

## Alabama A & M University

PLEASE USE NO. 2 PENCIL

RIGHT

WRONG

1. Age ☐ 0 - 18 ☐ 19 - 30 ☐ 31 - 45 ☐ 46 - 65 ☐ 65+

2. Gender ☐ M ☐ F

3. Have you ever lived in a large city? ☐ Yes ☐ No 3b. If yes where? \_\_\_\_\_

4. What is your ethnic origin? (Optional ) Other \_\_\_\_\_

☐ White ☐ AfroAmerican ☐ Hispanic ☐ African ☐ Caribbean ☐ Mid Eastern ☐ Asian

5. Do you have friends who are of these ethnic groups?

☐ White ☐ AfroAmerican ☐ Hispanic ☐ African ☐ Caribbean ☐ Mid Eastern ☐ Asian

6. Did you sample the goat meat? 6b. If not why? Please Explain (Other) \_\_\_\_\_

☐ Yes ☐ No Texture Flavor Aroma Moisture Other

7c. If yes was this your first

8. During today's sample did you...

☐ Yes ☐ No Barbeque Curry Burger Stew

9. What did you like most about the Barbeque? N/A Texture Flavor Aroma Moisture

10. What did you like least about the Barbeque?

11. What did you like most about the Curry?

12. What did you like least about the Curry?

13. What did you like most about the Goatburger?

14. What did you like least about the Goatburger?

15. What did you like most about the stew?

16. What did you like least about the stew?

15. Would you be willing to eat goat meat again? Yes No

16. Would you be willing to recommend eating goat meat to a friend?

17. Would you order goat meat in a restaurant if it were offered?

18. Would you purchase goat meat in a grocery store if it were

19. Are you aware of the health benefits of eating goat meat?

20. Are you a goat producer?

21. Are you aware of the nutritional value of goat meat?

22. Would you eat goat meat more often if it were readily available?

23. What is the maximum you would be willing to pay per pound for goat meat? \$2 \$3 \$4 \$5 \$6 \$7 \$8 \$8+

24. How often do you eat goat Weekly Monthly Holidays & Special Occasions

25. How do you obtain the goat meat you consume? Own goats Local farmer Meat market Other

26. What is your favorite method of preparing the goat meat you consume? Other

☐ Barbeque ☐ Curry ☐ Stew Kabobs Groundmeat